FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00035390-A **Type of Permit:** FILMING **Release Date:** 01/12/2011

Production Company SERIAL PICTURES LLC

Insured Company Name SERIAL PICTURES LLC

Contact Phone No. 1 310-558-3667
Contact Phone No. 2
Fax
Address 3532 HAYDEN AVE
CULVER CITY, California 90232

Production Title JC PENNY

Type of Production Commercial - Standard

Producer DAWN IACINO

Director JONAS AKERLUND

1st AD ERIC TOPP

Production Manager DANIEL STAFFORD

FilmL.A. Coordinator Erica Wade

Location Manager BRUCE BOEHNER
Primary Phone Mobile - 213-925-5379
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Posting 900	$207.00
Notification Charge	$155.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$2,048.00
FILMLA MONITOR FEES	$480.00
FILMLA MONITOR FEES OVERTIME	$360.00
FILMLA MONITOR FEES - DOUBLE TIME	$480.00

Total Permit Fee $3,830.00

Number of Locations 1

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Summary Information — Location

Location 1 of 1

Permit Number	F00035390-A	**Location Manager**	BRUCE BOEHNER
Production Company	SERIAL PICTURES LLC	Primary Phone	Mobile - 213-925-5379
Insured Company	SERIAL PICTURES LLC	Secondary Phone	
Production Title	JC PENNY		

Location Address 1304 Marinette Rd, Los Angeles, CA, 90272

Location Type Private Residence

Film Dates 1/13/2011 - 1/14/2011 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Stakebed Trucks	1
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	45
FilmL.A. Monitor(s)	1
LA City UFSO assigned	26716

Filming Activities Equipment on property; Equipment on sidewalk, in curb lane & across street; Interior and exterior dialogue; Trucks/equipment parked overnight on 1/13;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 631 **Grid:** B4

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT

Coordinator Note FILMLA MONITOR REQUIRED @ 0600HRS

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs S/S MARINETTE RD, PASKENTA RD - EAST TO END

Approximate Footage 601 - 900 **Log Number** 9575

Date(s) 1/13/2011 to 1/14/2011 **Time(s)** 07:00 to 22:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

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